



Welcome to Bridal Expo!

We are happy to have you as an exhibitor. We are here to help you get the most out of your investment of time and money! This manual is set up to give you the basics of what you need, plus some suggestions to help you get more bookings and make your exhibiting flow more smoothly.

Here's what you'll find in the following pages:

Getting Ready for the Show

- How to plan to succeed at the show.
- Why you should set goals (and how).
- Letting your brides know about the show.
- Using the "Planning Guide" to help you stay focused.

Loading In - Where & When

- Load-in places at the mall.
- Load-in hours.
- Important rules for loading in.

Your Booth Space – Size and Set-up

- How to determine where your booth boundaries are.
- Size limitations of width, depth and height of your booth.

Tips on Booth Set-up & Design

- Some basic guidelines to follow to make your booth attractive and professional.
- Guidelines on how to have the best people working your booth.

Your Booth Space - What is Provided (and What is Not)

- What Bridal Expo provides and what you will need to supply.
- Contact information for companies that can supply tables, linens, backdrops, pre-made booths and signs.

Show Hours

- When the show is open.
- Important rules about staffing and keeping the booth set up.

Following Up

- Why you should contact the brides you talk with at the show, after the show.
- When to follow up.
- Some ideas on how to follow up.

Please feel free to contact us with any questions or for information you need that you did not find in this manual. We can be reached at 916-392-5000 or 1-800-242-4461. If you prefer to email, our emails are listed in the back of the manual. We will be most happy to help you and we look forward to working for you!



Getting Ready for the Show

- Set Goals
 - This is how you will determine what you need in order to determine if the show was a success!
 - Setting goals gives you the mindset to succeed.
 - Our “Goal Setting Worksheet” is in the inside back pocket of this manual. This is a simple worksheet that will help you figure out how many bookings you need to make a profit from the show.
- Invite brides to the show.
 - If you have any who are hesitating booking, the show is a neutral environment for them to meet with you.
 - You are offering a great service, letting them know about the show. They may have many other services they need to book.
 - The more visitors you have in your booth, the busier and more successful you look, and that attracts new brides to your booth.
 - A personal phone call or letter is most likely to get the brides to attend.
- Use the “Planning Guide.”
 - Located in the inside back pocket, behind the “Goal Setting Worksheet.”
 - Helps you plan what to bring to the show.
 - Reminds you of items you may need to buy or order.
 - Extra décor items for your booth.
 - Signs and banners.
 - Includes a booth staff schedule and checklist.
 - Area to design your exhibit.
 - Place for questions and notes.

Please see “**The 10 Most Important Rules**” for more details on all of the following information!



Loading In - Where & When

- Enclosed – in the inside front cover – is a booth layout with your booth circled.
- All load-in is through the fire corridors, from the loading area.
 - These are located outside, in the front of the mall, on either side of JC Penney and Macy's South (the Macy's *between* JC Penney and Sears).
 - When you are outside of the mall, trying to find them, look for the dumpsters.
 - This is where you **must** enter the mall when loading in.
- From the loading area, the outside doors lead into a fire corridor (marked as "Inside Corridor" on your map).
 - This leads to doors that open into the mall.
 - If you are inside the mall, you will see a Door (or Doors) that open(s) into the mall from the outside loading area.
- If there is more than one Door on your map, choose the one that is closest to your booth space.
- If it is still unclear where you are to load in, please call us and we will walk you through it.
- There are penalties imposed on anyone who uses the glass doors to load in or out.
 - Mall management reserves the right to prohibit any company that uses the glass doors to load in or out, from participating in future shows.
 - Any company that uses the glass doors to load in or out will be fined \$500.
- If the curb in front of the corridor is yellow, you may park and unload there (provided there is room), but you must move your vehicle as soon as it is unloaded.
 - **Do NOT park on a red curb - you will be ticketed.**
- **We have staff who will help you load in** if you need them. They will be at the curb Friday evening and Saturday morning.
- Load-in times for **full size or larger booths** are: **10:00 p.m.-midnight Friday, 7:00-9:00 a.m. Saturday (except for limos, which must drive in at 9:00 p.m. Friday).**
 - All but one of the outside loading area doors are locked at midnight.
 - The only one left open after midnight is the one that is to the left of Macy's South when facing the mall (from the Sunrise Boulevard side of the mall).
 - If you need to load in after midnight Friday night, go to that loading area.
 - You must be loaded in by 9:30 a.m. Saturday morning, or your table will be moved.
- **Load-in time for Jr Booths is 7:00 a.m. - 9:00 a.m. Saturday only.**
- **If you are displaying a limousine, you must be there at 9:00 p.m. Friday to drive into the mall** (call for details).
- **There will be a staffed Bridal Expo information table set up in front of JC Penney (inside the mall).**
 - This is where you can get booth, supply and other show information.
 - This is also where you will pick up and sign for your table drape.
 - If you load in and set up Saturday morning, this is where you will pick up supplies that you ordered from Rent Rite.





Your Booth Space – Size and Set-up

Size

- The size of your booth space is noted on the enclosed layout.
- When you arrive to set up, the front corners of your booth will be defined by tape on the floor.
 - It is Very important that you adhere to where the tape is. All spaces have been measured off with a tape measure.
 - Do Not remove or move the tape!
 - The mall requires that we allow for aisleways in certain places, which means there may be 4-6 feet between you and the next booth space. Please do not encroach in the aisleway space!
- **Junior booths** are 6-feet wide by 10-feet deep – or 60-square feet. If you have a Junior Booth, you **must** stay within this space. You may **not** use the sides of your booth for displays, even if you are on a corner. If you go outside of the allotted space, you will be charged for a full booth space.
- The back of your booth either ends at the gray tile that runs down the center of the mall, may be indicated by tape or (if you are in a carpeted area) the planters.
 - For a list of booth spaces that have curtain backdrops, please call. In Area 3, (Carpeted area in front of JC Penney), the following booths do have backdrops: 3A-3F, 3G-3L.
 - The back of each of booths 5A-5G is the large ivory pillar. These pillars are only 8 feet wide, but there is room to extend beyond the pillar.

Set-up

- The back of your booth must be 8 feet high or shorter.
- The sides of your booth must be clear enough to see the booth set-up next to yours.
- See “The 10 Most Important Rules” and “Terms & Conditions” for set-up limitations.



Tips on Booth Set-up & Design

- **Keep it Simple!**
 - Remember you have size restrictions.
 - Avoid clutter.
 - Choose items that sell best, or that you want to sell more of.
 - Bring photos of other items you want to show, but don't have room for.
 - Arrange your display so that the traffic flows easily.
- **Think of it as your Business away from Home**
 - This is your “mini-storefront” or office for the weekend.
 - With that in mind, would you put a table in front of your store, blocking your customers from walking in? Keep your booth open and welcoming.
 - Make the booth comfortable for you and your staff, as well as for the brides.
 - Bring items from your store or office that make you feel at home.
 - Bring a tall stool for slow times – it's easy to get up from and it doesn't really look like you're sitting.
- **Focus on Who You Are**
 - Your booth should reflect the type of business you have.
 - If you're a florist, use flowers; videographer, use videos; etc.
 - If you're a consultant, here's a suggestion: Bring a desk and have chairs where the brides can sit. Offer a free 10-minute consultation.
 - Restrict the use of items that may confuse the brides and/or shoppers as to the type of business you're in.
 - Your largest sign should tell them who you are and what you do.
- **Catch Their Attention**
 - You have 6 seconds or less to get their attention.
 - The best way to capture attention is through some type of movement
 - Games or activities (such as presentations).
 - Videos – make sure the monitor is at eye level.
 - Live people!
 - Use a banner as your primary sign.
 - Banners are less expensive and produced more quickly nowadays.
 - See “Contact Information”, page 9.
- **The people are the most important part of your booth.**
 - You and your staff are the Heartbeat of your booth!
 - If you are short-handed, consider asking some of your former customers to help out. You can offer them a thank-you gift and they are usually your best sales reps.
 - Dress professionally, but comfortably.
 - Uniform or logo clothing is professional and adds to your identity.
 - Comfortable shoes or insoles are a must! Here's why . . .
 - Stay standing (or use a tall stool to sit on) while in your booth.
 - Train everyone who is working in the booth.
 - Products and services.
 - Show rules and regulations (give this manual to anyone working the booth).
 - Let them know what you expect from them.

See the enclosed “Planning Guide” to help you plan your booth display and personnel schedule!



Your Booth Space - What is Provided (and What is Not)

- We do provide:
 - A 6-foot table with a white, floor length table cover.
 - Two chairs.
 - A tabletop sign with your company name.
 - Electricity (*if* you ordered it).
- We do not provide:
 - Any type of back drop or side rail, except for the booth spaces listed under “Your Booth Space – Size and Set-up,” on page 4.
 - Extra tables
 - Tables of a different size to substitute for the 6-foot table.
- For backdrops, extra tables, substitute tables or any other type of booth decor, please call **Rent Rite** at **(916) 925-5866**. See enclosed “Item and Price List” (inside front pocket).
 - All supplies ordered from Rent Rite will be delivered to the mall Friday night.
 - If you are not there Friday night, we will accept delivery of the items and sign for them. They will be at the Bridal Expo information booth, in front of JC Penney (inside the mall).
 - You will be required to pay for any items ordered from Rent Rite before delivery.
 - We highly recommend that you have some type of backdrop – especially if you are in areas 1, 2, 4, or 6.
 - Lattice is a nice, simple backdrop that has a wedding look to it.
 - Rent Rite sets up the items that we order first, then comes through and sets up items that individual exhibitors ordered. It may be 11:00 p.m. Friday before they begin delivering items ordered to individual exhibitors. If you ordered items from them and you are setting up Friday night, please **DO NOT** ask them to deliver your items before they are finished setting up the tables and chairs for the show – only because that delays other exhibitors from setting up.
 - If you would like to rent a professional exhibit (table top or stand-alone), please call **Creative Exhibit Systems** at **(916) 920-1388**.
- For professional signs:
 - Dave or Sandy at **Commercial Sign Crafters** – **(916) 989-8942**
 - **Banner-Sign Express** – **(916) 971-0819**
 - **Kinkos** – **(916) 961-0261** (located on Sunrise Blvd – open until 11:00 p.m. Monday-Friday,) or email usa0600@fedexkinkos.com



Show Hours

- The show is open Saturday 10:00 a.m.-9:00 p.m. and Sunday 11:00 a.m.-6:00 p.m.
- Your booth must be staffed at all times.
 - If you are by yourself in the booth, your area's Floor Manager will be by during the day to relieve you for up to 30 minutes so you can take a break.
 - If you are short-handed on staff, we recommend you call some of your past, satisfied brides to come help you out.
 - They make the best sales representatives.
 - You may want to offer them a gift for helping you out.
- Your booth must remain intact every minute that the show is open.
 - If you have to remove part of your booth Saturday evening, you must wait until the mall is closed.
 - Breakdown is at 6:00 p.m. Sunday evening, not one minute sooner.
 - Mall management reserves the right to prohibit any company that breaks down before the show closes, from participating in future shows.
 - Any company that breaks down before the show closes – for any reason – will not receive the mailing list and will be fined \$500.
- Please see **“The 10 Most Important Rules”** and **“Terms & Conditions.”**



Follow-Up – Where Your Investment Really Pays Off

- It takes seeing your name at least 6 times to make a lasting impression.
- Each bride has her own timeline. She may not be ready at the show to book. You need to make sure you keep in touch so she will book with you when she is ready.
- Make sure you collect names at the show so you can follow up sooner.
 - Hold a drawing
 - The prize should be something you offer as a product or service (otherwise those who enter are not good prospects)
 - The prize should be something FREE, no strings attached.
 - Make sure you include permission to contact them on the drawing slip.
 - Have a sign-in book.
- There are many ways to follow up.
 - Mailers – post cards are easiest to send, better to get your name seen and less expensive.
 - Phone calls – have a reason to call (let them know about a sale, special product, event).
 - Email – make sure you include your address, and an opt-out.
 - Hold an after-show event or open house and invite the brides there.
- The sooner and more frequent, the better.
 - Experts say to contact leads within 48 hours after meeting them.
 - Contact at least three times after the show.
- Use the show mailing list.
 - Will be to you 2-3 weeks after the show.
 - May be brides on the list who didn't stop by your booth.
 - Includes more extensive information.
 - Target those whose wedding dates you have open and those who needed your service when they registered.



Contact Information

Bridal Expo

Address – 6700 Freeport Blvd, Suite 202, Sacramento CA 95822

Phone – 916-392-5000 or 1-800-242-4461

Fax – 916-392-5222

Emails:

Richard Markel – richard@afwpi.com

Julia Markel – julia@afwpi.com

Stephanie Welday – stephanie@afwpi.com

Erica Call – erica@afwpi.com

Web site: afwpi.com/expohome.html or www.bridal-expos.com

Supplies and Signs Contacts

Rent Rite – 916-925-5866

Creative Exhibit Systems – 916-920-1388

The Sign Place – 916-989-8942

Banner-Sign Express – 916-971-0819

FedEx Kinko's, Citrus Heights – 916-961-0261

Imprinted Giveaways and Advertising Specialities

Proforma - 916-730-5294 – email, jackie.young@PROforma.com

Television and Radio Advertising

KMAX-TV – Channel 31 – Kelly Jones - 916-374-1313 – email kjones@kmaxtv.com

107.9 The End – Megan Walker – 916-339-5603 – mwalker@entercom.com



The 10 Most Important Rules

The Terms & Conditions of Agreement are on the back of your reservation form. You are responsible for reading and adhering to all of those. Following are the most important of those in more detail (to help you understand why they are so important).

1. Use only the fire corridors to load into and out of the mall.

The glass doors at the mall are much more fragile than they look. A small tap one day has actually caused cracks - and injuries - at later dates. These doors are also expensive to replace. The fire corridors are located in the front of the mall, on either side of JC Penney and Macy's South (the Macy's closest to Sears). They are the areas where the dumpsters are located.

2. Load-in begins *after* 10:00 p.m. on Friday.

We take possession of the mall after 9:00 p.m. That is the earliest we may bring in equipment, the tables and the chairs. After the tables are brought in, we have to get them set up. So - **we are available after 10:00 p.m.** to help exhibitors. After 10:00 p.m., you will have our attention. You may also load in beginning at 7:00 a.m. Saturday, however . . .

3. Load-in must be completed by Saturday at 9:30 a.m. and all booths must be set up by Saturday at 9:45 a.m.

The show must be completely set up by the time the mall opens Saturday morning (10:00 a.m.). Mall management walks the mall at 10:00 a.m. and makes note of any companies not completely set up (and asks us not to re-invite them). If you are not in by 9:30 a.m., it's not likely you will be set up by 10:00 a.m. If it *does* take you less than 30 minutes to set up, you'll have time to relax or take a walk to see other booths, before the show starts.

4. *Everything* in your booth must stay intact until 6:00 p.m. Sunday.

This includes literature, door prize slips, signs - everything. When one person begins "putting things away," it starts an epidemic of early breakdown. The last hour of a show is the longest (believe us, we know). But, if you tell yourself "the show ENDS at 6:00 p.m.," you're less likely to get the urge to leave early. Besides, many brides stay late on Sunday and sign contracts at closing.

5. Fixtures, plants, floors or anything else that is a permanent part of the mall must remain clear of signage, photos or anything else.

Imagine someone coming into your home, sitting on your plants, taping stuff to your kitchen linoleum, and gluing signs on your walls. You wouldn't want that, anymore than the mall wants it in their home.

6. All parts of your booth must stay intact during mall hours.

This means- Saturday & Sunday - you must wait until after mall hours to load anything in or out of the mall. Four reasons we require this - liability, liability, liability and mall management requires it.

7. Products may not be sold during the show.

You may take deposits on products or services to be delivered at a future time or date. But, please leave your inventory at home (or your office). Our show is considered by mall management to be an exposition, not a sales venue. There is a conflict if exhibitors are allowed to sell product there.

8. Amplified sound is NOT allowed during mall hours.

Microphones, detached speakers and oversized attached speakers are strictly forbidden from use during the show. If you use a regular television set or computer, only the speakers that come with the machine may be used and you must keep the sound low enough that it can be heard in your booth only.



The 10 Most Important Rules (continued)

9. Any literature, written material or other promotional material handed out at your booth must contain only your company name and information.

The exceptions to this are the magazines and planners that are part of the show (the actual publications)..

Otherwise, those who paid to be in the show (including yourself) are the only companies that are entitled to have information about themselves distributed at the show.

10. Your literature, written material or other promotional material must be handed out only within the confines of your booth space.

Each company involved in the show deserves equal exposure. The key is, practice good booth etiquette. Treat other exhibitors the way you want to be treated. The exception is if you want to give materials to other exhibitors.



Rent-Rite

"The Party People"

Item Price List

The following items are available for rent, to help complete your "your special look" for the upcoming Bridal Expo at Sunrise Mall, February 23-24, 2008.

White Lattice Arch.....	\$35.00
White Lattice Screens (6-ft).....	\$20.00
6-ft or 8-ft Banquet Table (30" wide).....	\$10.00
Tablecloths (54" X 110") – asst colors.....	\$10.00
6-ft or 8-ft White Tabledrape.....	\$20.00
11-ft Table Skirt.....	\$20.00
10-ft Section of 8-ft Tall Pipe & Drape (backdrop).....	\$30.00

There are many more items available for rent. If you need anything and would like items delivered to Sunrise Mall on Friday night (February 22, 2008) they must be ordered and paid for by **Monday, February 18, 2008.**

Thank you!
Carol & Glenda
Rent-Rite
916-925-5866